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Business Models for Dummies Toby Williams,2014-11-13 A business model describes the rationale of how an organization creates delivers and captures value in economic social cultural or other contexts The process of business model construction is part of business strategy In theory and practice the term business

model is used for a broad range of informal and formal descriptions to represent core aspects of a business including purpose business process target customers offerings strategies infrastructure organizational structures trading practices and operational processes and policies The literature has provided very diverse interpretations and definitions of a business model A systematic review and analysis of manager responses to a survey defines business models as the design of organizational structures to enact a commercial opportunity Further extensions to this design logic emphasize the use of narrative or coherence in business model descriptions as mechanisms by which entrepreneurs create extraordinarily successful growth firms Business models are used to describe and classify businesses especially in an entrepreneurial setting but they are also used by managers inside companies to explore possibilities for future development Well known business models can operate as recipes for creative managers Business models are also referred to in some instances within the context of accounting for purposes of public reporting

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Executive

Handbook of Research on Business Models in Modern Competitive Scenarios Jamil, George Leal, Jamil, Liliane Carvalho, Pessoa, Cláudio Roberto Magalhães, Silveira, Werner, 2018-12-21 Business models are regarded as a main emerging topic in the management area for opportune science driven practical conceptions and applications They represent how organizations are proposed and planned as well as how they establish a market and social relations manage strategic resources and make decisions However companies must produce new solutions for strategic sustainability performance measurement and overall managerial conditions for these business models to be implemented effectively The Handbook of Research on Business Models in Modern Competitive Scenarios depicts how business models contribute to strategic competition in this new era of technological and social changes as well as how they are conceptualized studied designed

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